

LINCOLN *Versailles*



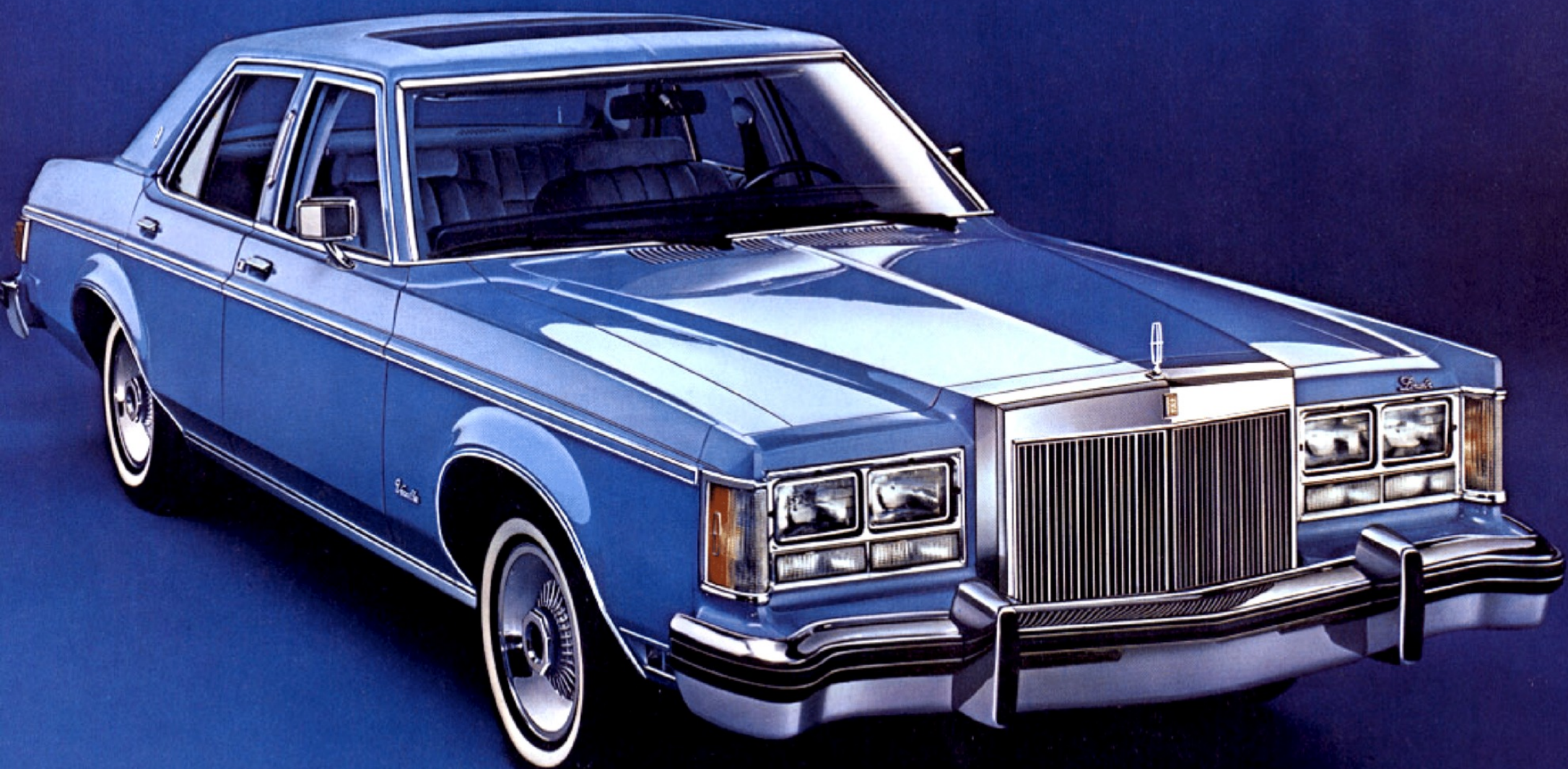
Lincoln Versailles. A notable engineering achievement.

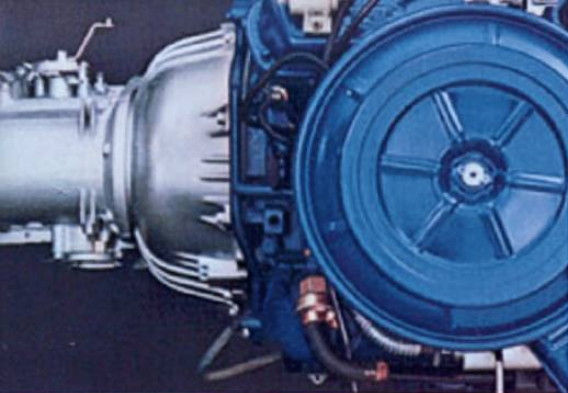
Lincoln Versailles. For 1978, an American luxury car designed for the discriminating driver who will settle for nothing less than an unmistakable blend of elegance, comfort, and engineering distinction.

The Lincoln Versailles is a notable engineering achievement. And this year, Versailles engineering is even more impressive with a new computer-operated Electronic Engine Control system and Variable Venturi carburetor.

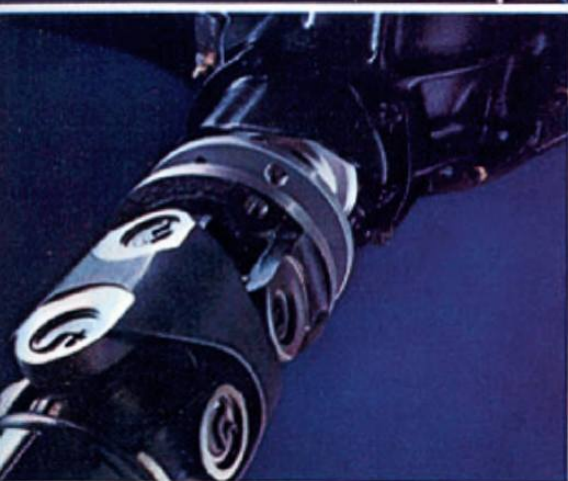
The Lincoln Versailles is also engineered to deliver a luxury car ride. A special team of engineers devoted their full attention to the vehicle and engine systems which contribute to riding smoothness, interior quietness, and efficient performance. The excellence of Versailles' engineered ride is unmistakable evidence of their success.

The Lincoln Versailles. Unmistakably Lincoln. And for 1978, an unmistakable blend of elegance, comfort, and engineering distinction.





Each Versailles' engine is hand-matched to its transmission.



A double coupling joins balanced driveshaft to differential.



Rear axle meets two rear brake rotors. All are balanced and matched.



Even wheels and tires are carefully matched for smoothness.

Engineering made it happen. Now, a car with a 110-inch wheelbase with a superb luxury car ride.

Beauty? Yes. Versailles' elegant proportions are impressive from any angle. But more than that, Versailles is also a luxury car that behaves beautifully. Its pleasing road manners were brought about by careful engineering of its body structure, suspension system and, perhaps most strikingly, by the engineering of vital connections within its drive train—the system which transmits motive power from engine to rear wheels. Selected elements of the drive train are precision-balanced with the elements next to them. Each engine is hand-matched to its Select-Shift automatic transmission. The driveshaft, the rear axle, the brake rotors, each wheel and its tire all are matched for balance to help minimize any interior disturbances that may originate in the drive train.

The result is an automobile surprisingly free from vibration; one reason why, on the road, Versailles feels like a much larger car. The quality of its ride is, of course, best evaluated through your personal experience.

Wedgewood blue Lincoln Versailles with optional power glass moonroof.

Engineered for comfort.

Minimizing drive train vibrations is an important factor, but the Versailles ride owes much to several other engineering refinements as well. Some were borrowed from Continental Mark V and applied to a Lincoln two and a half feet shorter. Inside each rear shock absorber, for example, is a sac filled with gas—instead of air—to prevent aeration of the hydraulic fluid. Even the pistons in all shocks are fitted with nylon sealing rings.

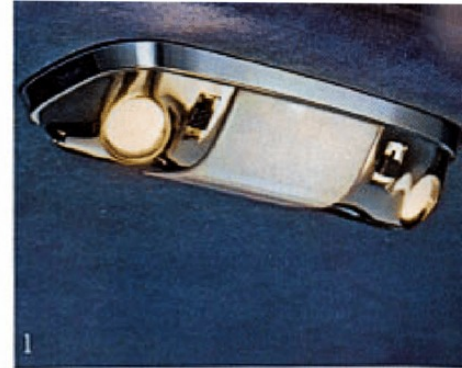
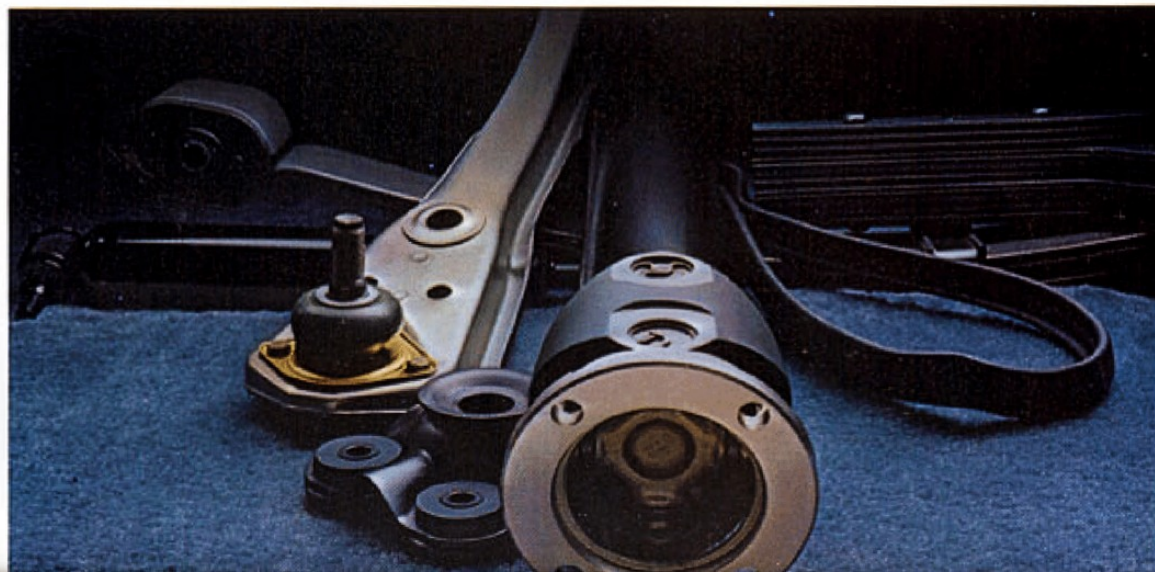
Other innovations in the suspension are unique to Versailles. Lower ball joints in the front suspension are lined in plastic and are practically friction-free (they should never require lubrication). And front shocks that are mounted to the car in "sandwiches" of rubber in order to help isolate road noise and harshness.

The hushed quiet inside Versailles is partially due to over one hundred pounds of sound insulation. And, as on Mark V, door opening overlap joints are specially finished to provide a smooth, even surface for wide rubber seals. There is even a little rubber insulator on the accelerator cable to help keep engine noise and vibration out of the passenger compartment.

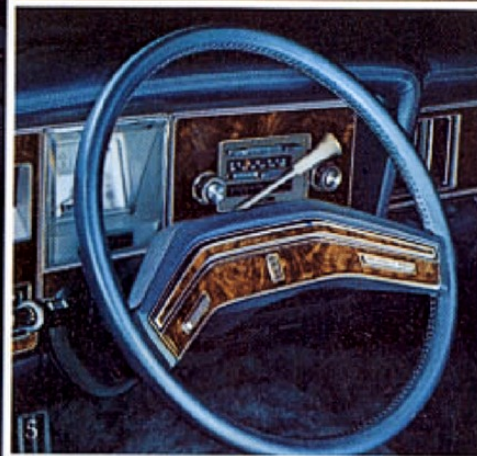
Interior appointments are visibly exceptional. Eighteen-ounce woven carpeting is molded over thick padding. Door armrests and instrument panel are richly upholstered with leather. Inserts bear the woodtone look of walnut. Luxury details in the Lincoln tradition.

The ultimate test of Versailles' comfort is your ride in one of the world's finest motor cars.

Contributing to the impressive Versailles ride are parts and assemblies designed to minimize vibrations, seal off sounds and subdue road surface shock.

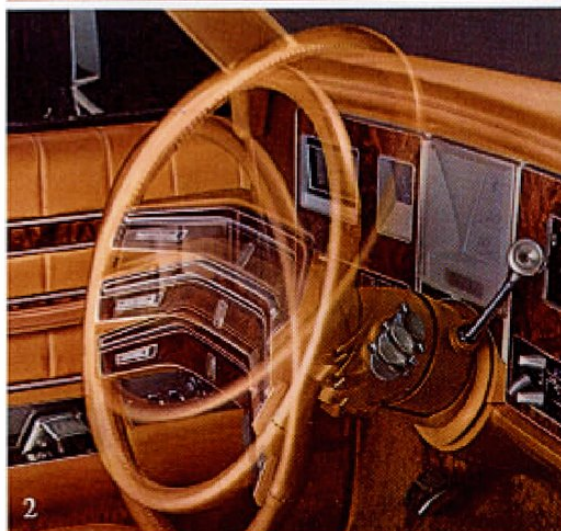
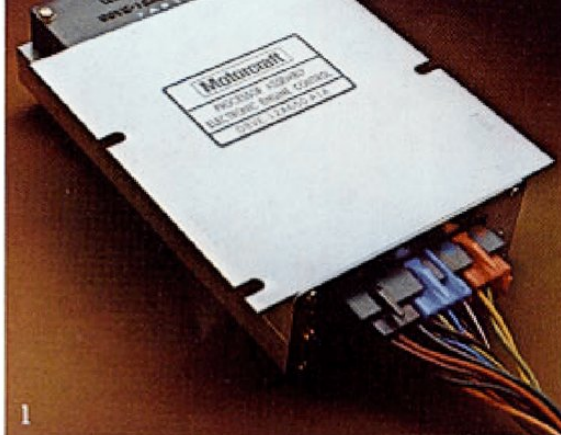


1. Dual-beam dome lamps
2. Rear compartment assist handles
3. Map pockets behind front seats

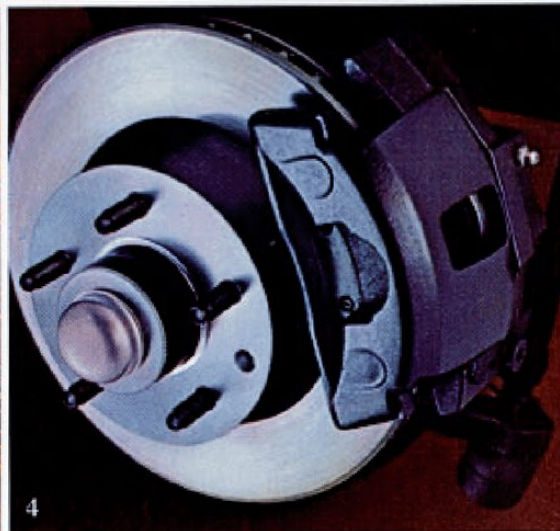


Interior may be trimmed with a luxurious self-striped fabric (shown) or with optional handcrafted ultra-soft leather seating surfaces.

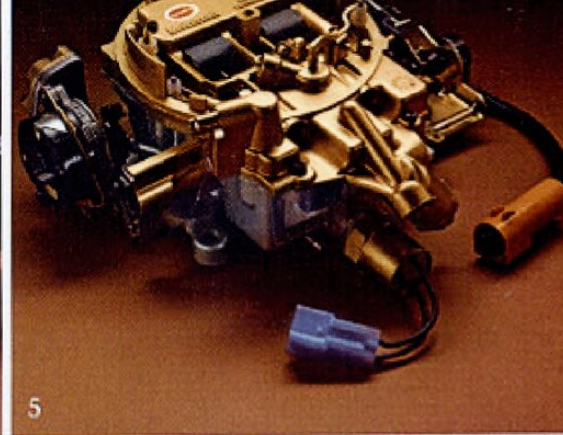
- 4. Illuminated vanity mirror
- 5. Leather-wrapped steering wheel
- 6. Cartier-signed digital timepiece



1. Computer module of the Electronic Engine Control system
2. Optional tilt steering wheel



3. Power steering components are engineered for smoothness and stability
4. Four-wheel disc brakes



5. Variable Venturi carburetor
6. Optional leather-covered floor console

Engineered for precise control and performance.

Test drive the Lincoln Versailles. You'll be in an ideal position to judge how its engineering actually performs. Versailles' Select-Shift automatic transmission smoothly moves you away, shifting for itself or giving you the choice of moving manually through the gears. Steel-belted radials take corners with impressive solidity. The constant ratio power steering system delivers precise control, a firm, sure feeling that is supple rather than soft. Repeated quick stops will also increase your driving confidence, for every Lincoln Versailles is equipped with power disc brakes at all four wheels.

Another plus to you is Versailles' engine performance. Engine temperature, air temperature, barometric pressure and throttle plate position are all monitored by a new Electronic Engine Control system, making use of seven sensors to adjust spark timing and exhaust gas recirculation automatically. And the fuel/air mixture is more precisely controlled by a new Variable Venturi carburetor.

Cinnamon gold Lincoln Versailles with optional power glass moonroof and optional ultra-soft leather seating surfaces.





Chamois is the color of these optional ultra-soft leather seating surfaces.

You are in control with Lincoln Versailles.

Lincoln Versailles provides a full measure of control over the internal environment. Automatic temperature control system, illuminated entry system, power windows, power seats, speed control, and illuminated vanity mirrors. All are standard. Other standard features include AM/FM Stereo radio with automatic station-seeking feature, dual rear speakers, and power antenna.

Versailles' options increase your driving pleasure even further with reclining bucket seats, electric garage door opener, an AM/FM Stereo radio with Quadrasonic 8-track tape system, and a 40-channel remote-control CB radio with all the controls located in the detachable power microphone. To help prevent theft, the CB chassis is



1. Fingertip speed control option
2. Power window control panel
3. Optional reclining bucket seats with leather seating surfaces



5. Automatic temperature control air conditioning
6. Optional AM/FM Stereo radio with Quadrasonic 8-track tape system



1. Every transmission is tested electronically. 2. Fifty electrical functions receive computerized inspection. 3. A special gloss meter evaluates the Clearcoat finish. 4. Every Versailles is test-driven on a road simulator.

Space-age electronics assist in quality control.

A number of control and testing procedures were developed especially to monitor Versailles' manufacturing process.

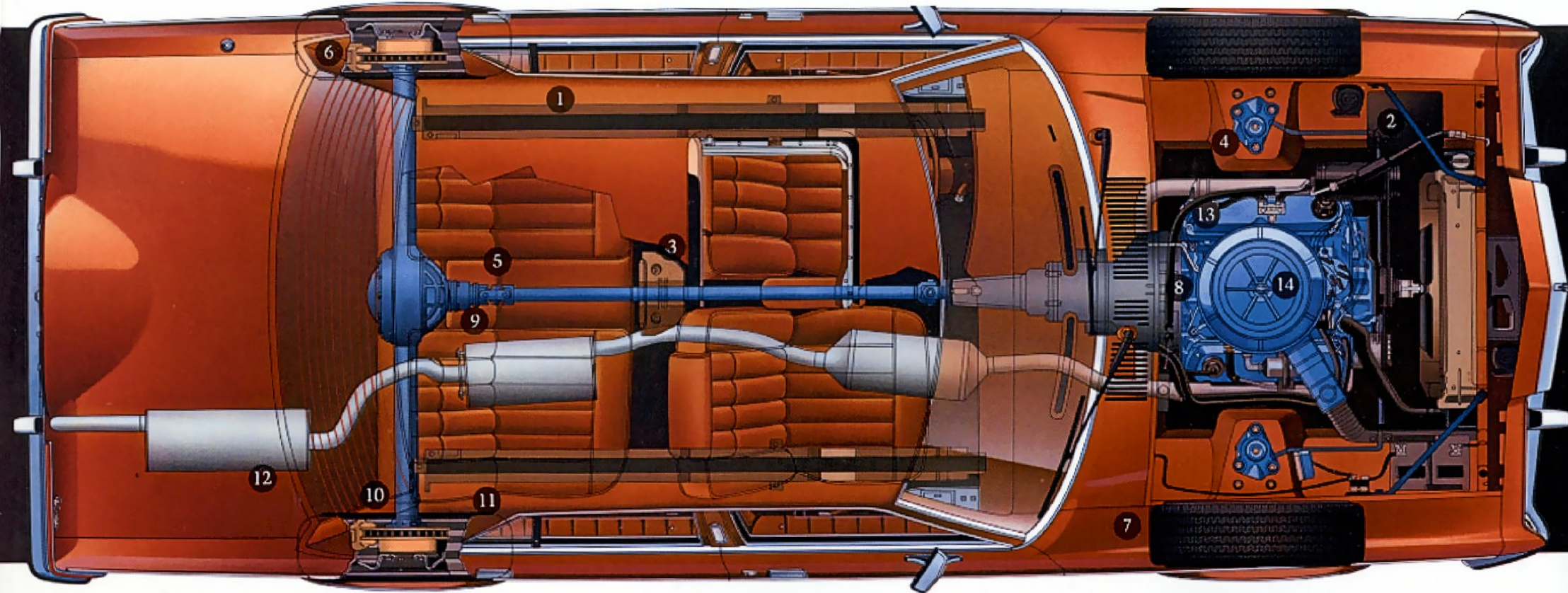
A computerized inspection device tests the vehicle's electrical system. It analyzes more than 50 circuits, detecting even minimal electrical overloads, then issues a print-out analysis. The register of any actual or potential problem automatically calls for another test by the same sophisticated apparatus after corrections.

Each individual Versailles transmission is tested electronically, before delivery to the assembly line.

Even the gloss of Versailles' Clearcoat paint finish is evaluated periodically by electronic optical equipment. A split beam of light registers a comparison of the finish under inspection against an established standard of excellence and presents a digital readout.

Not all quality control inspections are electrical, mechanical or electronic. Many are personal. At the Burke-Porter machine, to take one instance, every Versailles is checked over simulated rough roads. The driver and others listen intently for a squeak or rattle, then, if necessary, initiate corrective action.

The excellence of Lincoln Versailles demands high standards, personal and technical, at every stage of manufacture.

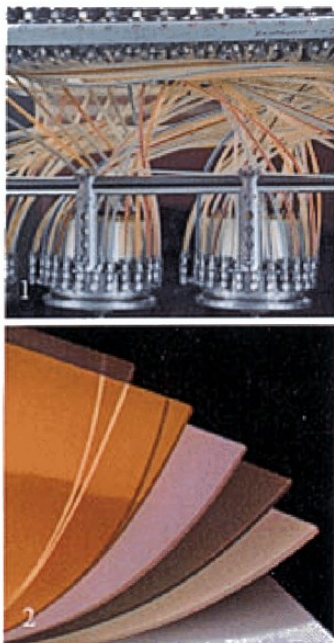


An uncommon integrity in its structure and performance.

Vibration is the enemy of smoothness. Versailles engineering helps minimize vibration not only through the strategic intercession of vibration-absorbent rubber bushings where metal normally meets metal . . . not only through drive train, suspension and steering innovations . . . but through careful attention to rigidity in Versailles' basic body structure. With reinforcement over the drive tunnel. With stiffening extensions along the sides. With sheet metal braces behind the grille.

Engineering advances are also designed to obtain a high degree of performance with Versailles' new Variable Venturi carburetor and a computer operated Electronic Engine Control system that makes use of seven sensors to adjust spark timing and exhaust gas recirculation automatically.

- | | |
|------------------------------|--|
| 1. Rail stiffeners | 8. Engine/transmission matched connection |
| 2. Sheet metal braces | 9. Driveshaft/differential matched connection |
| 3. Drive tunnel buttress | 10. Axle flange/brake rotor matched connection |
| 4. Cushioned shock mountings | 11. Wheel/tire matched assembly |
| 5. Double cardan coupling | 12. Tuned exhaust system |
| 6. 4-wheel power disc brakes | 13. Electronic Engine Control system |
| 7. Steel-belted radials | 14. Variable Venturi carburetor |

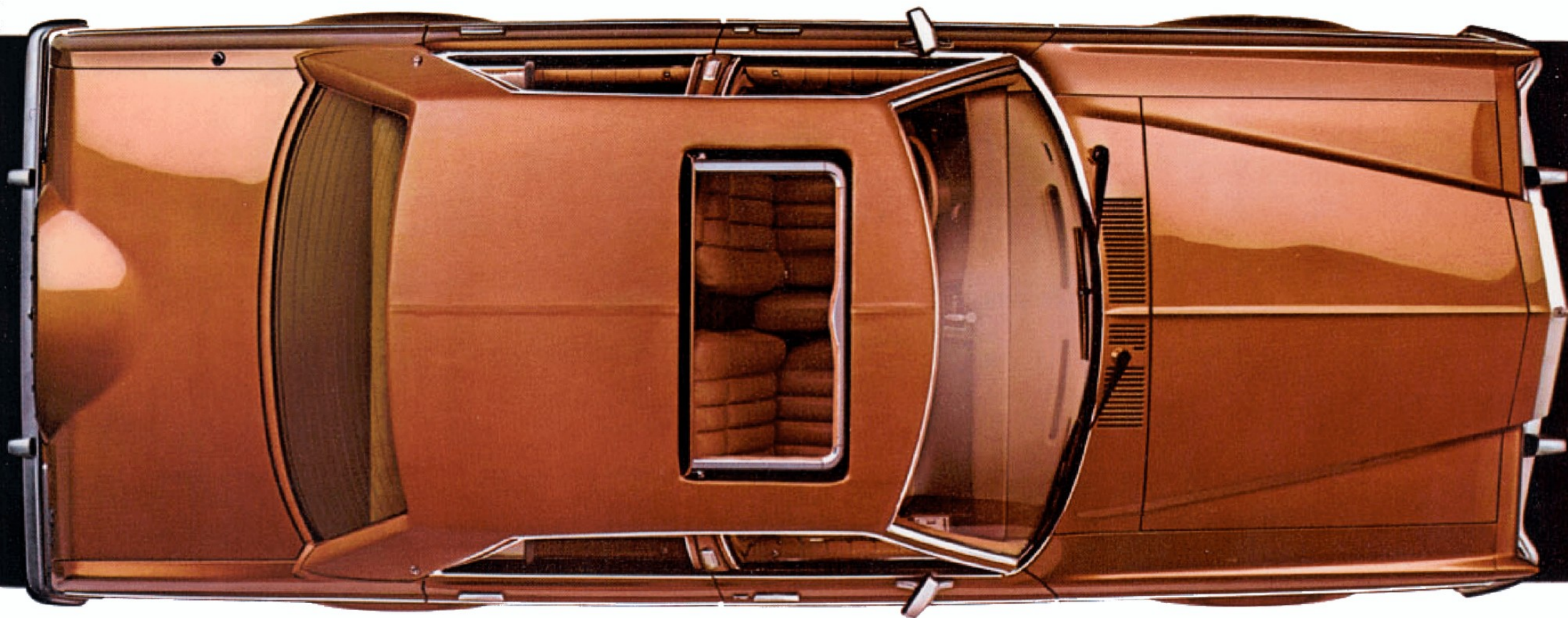


A stunning clarity in its finish.

Versailles' lustrous Clearcoat finish presents a surface that is brilliant, sparkling, deep — because the pigment lies beneath a clear, protective coating. It's a difference you can easily see when you compare it to other cars, whose pigmentation lies in the surface. Tests show that the Versailles' Clearcoat finish is resistant to airborne pollution and spray stains.

A new application system was developed for the Versailles finish. Following a zinc phosphate coating and a dip primer, in which the car body is totally immersed in a 100-foot long tank, the second primer and two double coats of enamel paint are applied electrostatically. Automatic spray guns using 50,000 volts of electricity assure a uniform adhesion to the body.

1. Versailles' wet-on-wet electrostatic painting system.
2. Clear enamel top coat gives Versailles a mirror-like finish.



Cinnamon gold Lincoln Versailles with optional power glass moonroof.

STANDARD EQUIPMENT

FUNCTIONAL

- 5.0 L (302-CID) engine, with Variable Venturi carburetor, standard in all 50 states
- Electronic Engine Control system
- Select-Shift automatic transmission
- Power steering
- Four-wheel power disc brakes
- Power windows
- Automatic temperature control; air-conditioning/heater
- Tinted glass
- Solid state ignition
- Wide white-sidewall steel-belted radials
- Inflatable spare tire
- Automatic parking brake release; not available with floor shift
- Viscous clutch fan
- Intermittent wipers
- Coolant recovery system
- 53 amp. hr. maintenance free battery
- Triple note horn
- Illuminated entry system
- Inside hood release
- Speed Control

EXTERIOR

- Clearcoat paint
- Wheelip/rocker panel molding
- Padded vinyl roof, with frenched backlight and single center seam
- Paint stripes (bodyside/decklid)
- Remote control left-hand and right-hand outside mirrors
- Bumper protection group
- Forged aluminum wheels
- Cornering lamps
- High luster bodyside molding, with vinyl insert
- Coach lamps
- Backup lights

INTERIOR

- Fully carpeted color-keyed luggage compartment with 18 oz. carpet on the floor and 14 oz. carpet on the decklid liner
- Digital clock
- Deluxe seat belts
- Luggage compartment light, glove box light, instrument panel courtesy light, engine compartment light, ashtray light, dual beam dome light
- Rear door courtesy light switch

- Headlamp-on warning buzzer
- Day/night inside mirror
- Illuminated vanity mirrors
- Seat belt reminder chimes
- Rear compartment and front passenger side roof rail assist straps
- Flight bench seats, featuring luxury sew style
- Power seat (4-way)
- AM/FM Stereo search radio with dual rear speakers and power antenna
- Leather wrapped steering wheel
- Low-fuel indicator
- Cigarette lighter

OPTIONAL EQUIPMENT

- Appearance protection group includes: Floor mats, door edge guards and license plate frames
- Wire wheel covers
- Bodyside protective molding
- Defroster group includes: Electric rear window defroster and heated left-hand remote control mirror
- Floor mounted shift—available only with bucket seat group (not available with tilt wheel or high altitude emission system)
- Garage door opener control with in-garage receiver (installation of receiver not included)
- Leather seat trim—option in flight bench and standard with bucket seat
- Power glass moonroof—available in gold, silver, brown and rose
- Power lock convenience group includes: Power door locks, electric decklid release
- Radio—AM/FM Stereo 8-track tape
- Radio—AM/FM Stereo Quadrasonic 8-track
- Radio, Citizens Band, 40-channel with hidden chassis, detachable microphone and multi-band antenna
- Reclining bucket seat group—power on driver seat only—includes bucket seat and console (floor-mounted transmission control separate option). Available with leather trim only
- Tilt steering wheel
- Dual-shade paint
- California emissions system
- High altitude emissions system



1. Dual-shade silver metallic Lincoln Versailles.
2. Power moonroof option available in silver, gold, brown and rose.
3. Wire Wheel Covers
4. Luggage compartment trimmed with 18 ounce cut-pile carpeting.

The data for your evaluation

MAJOR SPECIFICATIONS

Wheelbase.....	109.9"
Overall Length.....	200.9"
Overall Height.....	54.1"
Wheel Tread—Front.....	59.0"
—Rear.....	57.7"
Luggage Capacity (cu. ft.)†.....	13.9
Fuel Capacity (gals.).....	19.2
FRONT*	
Head Room.....	38.0"
Leg Room.....	40.6"
Shoulder Room.....	55.6"
Hip Room.....	53.4"
REAR*	
Head Room.....	37.3"
Leg Room.....	35.6"
Shoulder Room.....	55.6"
Hip Room.....	51.2"
Curb Weight (lb.)	
5.0 L (302 CID).....	3913

*Interior dimensions with 4-way power seat in rearmost position.

†With Inflatable spare tire.

STANDARD EXTERIOR COLORS

Choose from eight Clearcoat finishes: White, Midnight Blue, Wedgewood Blue, Light Chamois, Dark Red Metallic, Cordovan Metallic, Cinnamon Gold Metallic and Light Silver Metallic.

OPTIONAL EXTERIOR COMBINATIONS

Three dual-shade combinations are offered: Wedgewood Blue with Midnight Blue below, Light Chamois with Cinnamon Gold below, and Light Silver Metallic with Medium Silver Metallic below.

VINYL ROOF COLORS

Seven vinyl roof colors come in Valino grain: White, Midnight Blue, Wedgewood Blue, Cordovan, Cinnamon Gold, Silver and Dark Red.

INTERIOR TRIM

The durable nylon knit, napped and sheared for the look and feel of cashmere, comes in five colors: Cordovan, Chamois, Wedgewood Blue, Dove Grey and Dark Red. Available with flight bench seats only.

Optional ultra-soft handcrafted leather seating surfaces are available for either flight bench or bucket seats in five solid colors: Cordovan, Chamois, Wedgewood Blue, Dove Grey and Dark Red. Except for Dove Grey, these colors are also available in color-keyed components with white.

PAINT STRIPES

Nine colors of paint stripes are coordinated with vinyl roof colors: Blue, Bright Red, Chamois, Cordovan, Gold, Light Blue, Orange, Silver and Dark Red.

CORROSION PROTECTION

All Versailles cars use precoated steel to provide corrosion protection in several major areas. They also use a sealer on the underside of the rear wheelhouses and in the lower areas where all cars are most susceptible to corrosion. These corrosion protection processes are in addition to the use of electrocoat first primer inside and outside of the body during the painting process.

LINCOLN-MERCURY LEASING

Many people are likely to lease their new Versailles. And for good reason. Leasing can provide the benefits of ownership while eliminating many of the disadvantages. You can operate the new vehicle of your choice for a specified time at a fixed monthly rate.

The convenience of leasing from your Lincoln-Mercury Dealer Leasing Association (LMDLA) member can be considerable. Tax records are simplified. In fact, with the many optional features available, you can predetermine monthly automobile expenses almost completely. LMDLA

leasing can also help minimize maintenance problems through an optional coupon book which provides a broad range of pre-paid services, including tune-ups, lubrication, and major mechanical repairs at any Lincoln-Mercury dealership.

Other conveniences available from many LMDLA members include handling tire replacement, licensing, taxes, and insurance. Nationwide, there are over 1200 LMDLA members to serve you.

Ask your Lincoln-Mercury dealer about leasing...and how a special plan can be tailored to your requirements.

QUALITY REPLACEMENT PARTS FROM FORD

Your new Lincoln Versailles comes equipped with factory engineered and approved parts including a dependable Motorcraft battery, Autolite Power-Tip spark plugs, Motorcraft shock absorbers, ignition parts, and Long Life oil filter. For continued top performance be sure to specify genuine Motorcraft parts whenever replacement is necessary.

Specifications and descriptions used were in effect when this publication was approved for printing. Lincoln-Mercury Division reserves the right to discontinue models or options at any time, or change specifications, equipment or designs without notice and without incurring obligation. Standard and optional equipment listed are subject to change. Some features described are optional at extra cost. Some options are required in combination with other options. Availability of some models and features may be subject to a slight delay.

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Printed in U.S.A.

LINCOLN VERSAILLES

LINCOLN-MERCURY DIVISION





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LINCOLN-MERCURY LEASING

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PAINTE STRIPES

Nine colors of paint stripes are coordinated with vinyl roof colors: Blue, Bright Red, Chamois, Cordovan, Gold, Light Blue, Orange, Silver and Dark Red.

INTERIOR TRIM

The durable nylon knit, napped and sheared for the look and feel of cashmere, comes in five colors: Cordovan, Chamois, Wedgewood Blue, Dove Grey and Dark Red. Available with flight bench seats only. Optional ultra-soft handstitched leather seating surfaces are available for either flight bench or bucket seats in five solid colors: Cordovan, Chamois, Wedgewood Blue, Dove Grey and Dark Red. Except for Dove Grey, these colors are also available in color-keyed components with white.

Seven vinyl roof colors come in Valino grain: White, Midnight Blue, Wedgewood Blue, Cordovan, Cinnamon Gold, Silver and Dark Red.

VINYL ROOF COLORS

Three dual-shade combinations are offered: Wedgewood Blue with Midnight Blue below, Light Chamois with Cinnamon Gold below, and Light Silver Metallic with Medium Silver Metallic below.

OPTIONAL EXTERIOR COMBINATIONS

Choose from eight Clearcoat finishes: White, Midnight Blue, Wedgewood Blue, Light Chamois, Dark Red Metallic, Cordovan Metallic, Cinnamon Gold Metallic and Light Silver Metallic.

STANDARD EXTERIOR COLORS

*Interior dimensions with 4-way power seat in rearmost position.
†With inflatable spare tire.

2.0 L (302 CID).....	39.13
Curb Weight (lb.).....	51.2
Hip Room.....	55.6
Shoulder Room.....	35.6
Leg Room.....	37.3
Head Room.....	53.4
REAR*	
Hip Room.....	55.6
Shoulder Room.....	35.6
Leg Room.....	37.3
Head Room.....	53.4
FRONT*	
Fuel Capacity (gals.).....	19.2
Luggage Capacity (cu. ft.).....	13.9
—Rear.....	27.7
Wheel Tread—Front.....	59.0
Overall Height.....	54.1
Overall Length.....	200.9
Wheelbase.....	109.9

MAJOR SPECIFICATIONS

The data for your evaluation

